

THE CHAMPION CHRONICLE

VOLUME 20

CHAMPION, ALBERTA THURSDAY, MARCH, 17TH 1938

NUMBER 11

McIntyre & Company

Phone 6

"Your Hardware Merchants"

AND WESTINGHOUSE DEALER

I.O.D.E. To Sponsor Essay Contest

The I. O. D. E. is sponsoring an essay contest for the boys and girls attending any school in Harmony Municipality. The contest is divided into two sections: Junior Division in grades six, seven and eight, and Senior for the High School grades. The Junior prize is three dollars and the Senior five dollars. All essays must be submitted to the Secretary, Miss Sparkie, by May first.

The Juniors may write from 200 to 300 words on any of the following topics: "The War and Its Effect"; "Ceil Rhodes"; "Sir Hubert Wilkins, Thank of Banting, Canada's Pioneers".

The Senior entries must be from 600 to 700 words and the topics are as follows: "Lord Tweedsmuir"; "The Canadian Government of the Canadian Northland"; Oil Resources of the British Empire; Commercial Aviation in the British Empire; The Self-Sufficiency of the British Empire.

The I. O. D. E. hopes by this means to encourage interest in matters of Imperial significance among our young people.

Municipal District of Harmony No. 128

The Municipal District of Harmony No. 128 will offer for rent the following lands

South half of 6-15-22-4
South west of 18-15-24-4
South west of 1-16-22-4

Rentals strictly cash in advance. All tenders to be sent to the Secretary on or before April 1st.

**C. RHODES,
Secretary-Treasurer
Champion, Alberta**

Classified Ads. Pay

MARCH DRUG VALUES

GOPHER POISON—Now is the time to get after the Gopher. Our poisons really kill, as we handle only the best lines.

Strychnine Sulphate, per ounce	75c
Sunset Dyes, all in newest shades, 2 for 25c	
Sy-Lac, the new tooth powder	50c
L'onglex, manicure preparations	15c
Baking cups, 100 cups for	15c

Spring Tonics of all kinds.

For the latest in wall papers, see our new sample book.

IF IT'S EASTER CARDS OR CANDY NOVELTIES—WE HAVE THEM.

Champion Pharmacy Telephone 9

Flash!-MEN-

Your Opportunity
to Preview

The Fabrics and Styles

Mr. W. L. Graham

Special Tip Top Representative
Will Be In Our Store On

Tuesday, March 22nd.

He will have on display the actual fabrics for the new season that are already making history—new colors, weaves, patterns. You will also see a complete showing of the new style-ideas for Spring and Summer in business suits, sportswear and coats. Don't miss this opportunity to find out what's in men's clothes this season, and to have your personal measurements taken for your new Tip Top clothes. Remember the date. You'll want to be there.

TIP TOP TAILORS

Phone 34 McCULLOUGH BROS. Phone 34

LOCALS

O. B. Smith was a Lethbridge visitor, Saturday.

Mrs. Guy Vaisey has been confined to bed this week suffering with a severe cold.

Mrs. M. Quere of Nanton is a guest at the home of Mr. and Mrs. H. T. Lamont.

Mrs. A. Gruet and Mrs. O. Sletto were weekend visitors in Lethbridge.

Frank Racher, who has spent the past two months in Calgary returned home this week.

Mrs. A. Bjornson and Kenneth Bjornson are visiting in Coaldale.

Mrs. M. Connell, Rita, Linda and Gloria Connell were week end visitors in Lethbridge.

Mr. and Mrs. Guy Dow, who have spent the winter visiting in the eastern states, returned to the district this week.

Fred Pouze, who has spent the winter in Poetella, Idaho and Salt Lake City, returned to Champion this week.

Mrs. James Walker, who has been a patient in the Carman hospital for the past two weeks, is convalescing at her home.

Mrs. G. K. McLean entertained at a dinner party on Wednesday, March 16th in honor of Mr. McLean, who was celebrating his birthday.

A number of Elks motored to High River on Monday, March 11th, and were guests of the High River Elks at their regular meeting. Four candidates were initiated.

Mr. and Mrs. Pharis and party of Magrath were weekend visitors at the home of Mr. and Mrs. John Pharis. Mr. Pharis was looking over some land while here.

Word recently received from Mrs. W. Ulrich, indicates that she is enjoining her visit in California to the utmost. She has been fortunate in meeting all the former Championettes which has helped to make her stay particularly enjoyable. Mrs. Ulrich expects to return to Champion shortly.

K. R. McLean, Optician and Optometrist, 209 Southam Bldg., Calgary will be in Carmangay at the Drug Store Tuesday morning, March 22nd, and in Champion at the Drug Store Tuesday afternoon.

Among members of the O. E. S. attending the regular meeting of the Vulcan O. E. S. on Tuesday evening, at which the Worthy Grand Matron of the O. E. S. of Alberta was present were Mr. and Mrs. Geo. Orr, Mrs. A. W. Jolling, Mrs. Harry Smith, Mrs. W. A. McIntyre, and others.

Mrs. Mary Turner of Edmonton, Worthy Grand Matron of O. E. S. of Alberta, paid her official visit to the Champion Chapter O. E. S. on Wednesday, March 16th. Mrs. Turner commended the chapter highly on the manner in which they rendered their work, and highly praised the worthy matron, Sister Molla Jolling for the capable manner in which she handled the chair. Sister Fisher A. M., on behalf of the chapter, presented Mrs. Turner with a gift, the latter responding in her very charming manner. Visitors were present from Vulcan.

LOCALS

Mrs. G. M. Campbell is ill at her home at present.

A. J. Miller left this week by bus for Missouri where he will visit relatives.

Miss Margaret Carlson left Wednesday by bus for Calgary where she will visit for a few days.

Mrs. A. Diemert left on Friday for Kimberley, B. C. where she will visit for a month or two.

Mr. and Mrs. Dave Watkins returned Tuesday from a three months vacation with friends and relatives in Iowa.

The District Badminton Tournament will be held in Vulcan on Wednesday, March 30th. Commencing at 1 o'clock.

Representatives from Lomond, High River, Arrowwood, Milo, Champion and other towns are expected to participate.

Spring-time on the prairie is really a busy time for the farmers, gardeners and market gardeners, getting everything up and put into workable shape for duties on the land. The last few days this week have been ideal early spring weather, not too warm, but sufficient to bring the snow evenly on the land.

Farmers who have been away for the winter months are arriving home with new hope and energy for the beginning of another year.

Rev. A. A. Lytle, secretary of the Canadian Bible Society, will hold a service in Blasius school on Sunday morning and in the United Church, Champion, at 3:30 p.m. on Sunday.

Several boys, accompanied by Mr. L. Price, attended the Boy Scouts in Vulcan last night. A meeting is being held this evening to discuss re-organization of a troop of Boy Scouts here.

G. L. Depue returned to Champion on Monday, after an absence of ten days in which he visited Chicago and other points east. While in Chicago he visited with brother, W. Depue and Mrs. Depue, finding them well and planning on a holiday to be spent in this district in July. He also visited his mother, whom he found quite well in spite of her 80 years. He visited Oshawa, where he purchased a new Chevrolet sedan, in which he drove to Champion.

Albert Depue, nephew, returned to Champion with Mr. Depue and will visit here for some months.

Incidentally, while in Chicago Mr. Depue saw Mae West and George says he is still wondering what she has that we haven't.

**Protected
BY
Insurance
MEANS THAT
"YOU"**

Are taken out of the Hazard Class and placed in a select class with the Gamble ELIMINATED. For Your future Security
SEE
G. K. MCLEAN
Champion, Alberta

VILLAGE COUNCIL

MEETING NOTES

The regular monthly meeting of the council was held Thursday, March 3rd with all Councillors present.

The minutes of special and regular meetings were read and on motion of J. D. Henderson and F. W. Clever, same was adopted.

Returning officer G. K. McLean, submitted his report regarding the 1938 Village Municipal elections, showing that the nomination meeting held February 7th, 1938, Chas. McLean was elected by acclamation to the position as councillor, for the said Village for a period of three years. The report was adopted.

On motion of J. D. Henderson and F. W. Clever, Chas. McLean was elected mayor for 1938.

The 1938 dues were discussed and on motion of F. W. Clever and C. McLean, A. Howerton was appointed as pound-keeper.

Discussion of taxes due on the Community hall was tabled until a general meeting to be held in April for further discussion on the matter.

On motion of F. W. Clever and J. D. Henderson, the sum of \$25.00 was authorized to be paid for improvement work on the Champion Cemetery; with the Secretary directed to request the Council of M. D. of Harmony to expend a similar amount for this work.

On a motion of F. W. Clever and J. D. Henderson the following tax discounts were allowed. Lots 11-12 Block 8 Plan 6905AG 75 cents. Lot 29 Block 7 Plan 6905AG \$1.51. Lots 15-16 Block 7 Plan 6905AG \$1.57.

The Secretary was authorized to order two fire sirens and to place them on the roof of the hotel.

On motion of F. W. Clever and C. McLean the secretary was authorized to pay each month the accounts due the Calgary Power Company.

On motion of C. McLean and J. D. Henderson, E. D. Battum was appointed auditor for the Village of Champion at a fee of \$25.00.

On motion of J. D. Henderson and F. W. Clever, Chas. McLean was appointed Assessor for the Village of Champion for 1938.

Moved by C. McLean and seconded by F. W. Clever that the borrowing resolution be passed in the amount of \$1000.00.

Moved by F. W. Clever and seconded by J. D. Henderson that Lots 25-26 Block 1 Plan 6905AG be sold to J. Gittel for the sum of \$10.00. Carried.

The following public works programme was adopted: All crossings to be built up with cinder to be obtained from C. P. R. (Watts, Alexander and Freese).

A two board sidewalk to be built along subdivision; sidewalks made.

All accounts approved by the Council were ordered paid on motion of C. McLean and J. D. Henderson.

Meeting adjourned at 9:55.

Village of Champion

NOTICE

DOG TAX 1938

Notice is hereby given that all owners and harboresses of dogs in the Village of Champion must procure their 1938 dog tags on or before April 1st, 1938.

March 17th BY ORDER
1938 VILLAGE COUNCIL

CHAMPION THEATRE

WED. NITE, March 23

**"HISTORY
IS MADE AT
NIGHT"**

A blending of dramatic romances, comedy and melodrama. The suspense-packed collision between a ship and ice, envisioning that heroic tragedy of the Titanic.

with
CHARLES BOYER
and
JEAN ARTHUR
Show At 8:30

Wed. March 23rd.

DANCE AND ENTERTAINMENT BY THE Alberta Ranchboys

Community Hall, Champion
FRIDAY, Mar. 25
Modern and Old-Time Music

SPLENDID CONCERT BY LOCAL TALENT

The Local Talent Concert presented by the Women's Institute last Friday evening, provided a splendid entertainment, the audience showing their appreciation by generous rounds of applause.

Mrs. R. I. Baker, secretary of the W. I., planned an exceptionally fine chairman. The program consisted of choruses, solos, yodeling and action songs, plays and readings rendered skillfully by groups of the Gainsborough and Ranch schools. Several of the numbers given were Festival entries. A public school chorus of mixed voices conducted by Miss M. Patterson, Music Instructor, with Miss H. Holm as accompanist, was especially fine.

"A Mino" by grade X students; "Whistle While You Work" by two Sanderson S. D. pupils; "The Logmakers Dream" action song and tableau in costume, by pupils of Long Coulee school, were all very good. The one act skit, demonstrating a sewing and gossip meeting, proved very amusing. The players were Mesdames G. Voisey, U. S. Alexander, G. L. Depue and E. Knudston. Between numbers, community singing was conducted by G. M. Campbell in his own inimitable style.

Canada in 1937 was the 6th market for wooden tissues exported from Great Britain, importing 17,200,000 yards, worth £1,000,000, with 13,000,000 square yards in 1936. Second place was taken by Argentina. In imports all wood "taps" from Great Britain in 1937, the chief market was Germany. Eric (Irish Free State) was 3rd, and Canada 4th.

Canada and India are the two principal producers of basswood in the British Empire. Linseed oil, owing to its drying properties, is used mainly in the manufacture of paint, varnish, lacquer, and printing ink, and only secondarily in the production of soap. Linseed oil is ready to changeable with other oilseeds for feeding live stock.

The Value Of Advertising

Advertising has been from time to time, and still is occasionally, the target for indictments and charges levelled at it, usually with little or no foundation for the allegations, and generally launched by the type of person who is prone to erect a straw man for the pleasure of knocking it down or by those who are ignorant of the subject.

One of the allegations heard against advertising is that it is misleading and sometimes downright untruthful. This is the harshest kind of criticism, and it can be admitted that occasionally some advertising falls within this category, but it is rare and for obvious reasons. In the first place this class of advertising is as detrimental to the interests of the advertising public as it is to the advertiser, for it creates a bad impression instead of creating business; it speedily destroys it and that is the last thing that legitimate business wants. In the second place, no reputable advertising medium—be it daily or weekly press, magazine or radio will knowingly accept false advertising, because so doing it destroys its own value and credibility. When taken into the question of ethics into consideration all in all, it is an economic absurd which few advertising media are willing to accept for the sake of temporary, patric gain.

Thus, it may be taken for granted, that the great bulk of advertising which comes within the ken of the average consumer is truthful and does not mislead. It is also true that the more frequently an advertisement appears, the more unimpeachable are the statements which such advertising makes about the product it offers. Further, the more reputable the medium, the less is the likelihood that it will offend in this regard. With reputable media, and particularly is this true of the weekly newspaper, accuracy and fairness of the advertising it carries is regarded as important as the accuracy and fairness of the statements made in its other departments.

Fair From The Truth

One of the common head charges against advertising is that it increases the costs of commodities to the purchasers, and particularly is this allegation levelled against national advertising. References are sometimes made to the supposed application of advertising to the manufacturers or distributors of commodities and on large scale over a great area as an argument that such expense increases the cost to the consumer.

Nothing is farther from the truth than such statements. On the contrary experience has shown that large scale advertising, provided it is judiciously placed so that it will be drawn to the attention of the market, or the point of market in attractive and compelling form has exactly the opposite effect.

Truthful advertising, properly placed and distributed on a scale commensurate with potential sales, has had in the past and will in the future, the effect of reducing the cost to the consumer. Advertising, however, involves increasing the expenses of the producer and distributor and this, in turn enables costs to be scaled down and consumer with that, affords opportunity to improve the product or the service as the case may be. It is axiomatic in industry that the greater the sales, the less the cost of production, and volume of sales is promoted by wise advertising.

Proof Of Authority

There is much authority for the truth of this assertion. One has only to look around for overwhelming examples—the automobile industry for instance. The principle is recognized by no less an authority than the Encyclopedia Britannica which, as was pointed out recently by an advertising expert addressing a service club in one of the western cities, gives the following as the three main factors: (1) lowers cost of production because of increased volume; (2) Diversification of selling; (3) lowers price to consumer, thereby raising the standard of living.

"One severe critic of advertising," said this same speaker, "was asked to estimate the proportionate amount of money spent to advertise a well-known breakfast food that had in 15 cents a package. He gave what he considered to be a conservative estimate of two cents a package. Actually it worked out at three tenths of one cent per package. Little is that is, however, even that does not represent an additional cost to the consumer."

A Measure Of Quality

Not only is a substantial advertising program a step towards reduction of price of the product, but it is also a guarantee of the quality, for no manufacturer is going to spend a substantial sum in advertising his product unless he has the expectation that in so doing he will induce customers to buy again and be enabled to get the good-will necessary for repeat orders unless he gives good value for the money paid.

So, to general speaking it can be stated that advertising is beneficial to all. It benefits the vendor of good commodities for it enables him to increase his volume of sales; it benefits the medium through which the advertising is disseminated in production of revenues and above all, it benefits the consumer by reducing the costs of commodities and widening the standard of living.

Taste Your Choice

"What shall we name the baby?" asked the Brooklyn Public Library, which announced it has 560,000 names on file for just such an emergency. Examples are Celia, Eartha, Honolulu, Charlene, Nervinia, Shulman, Zippethar, and Plumpitz.

Trans-Atlantic airplane flights in six hours are visioned. Just time enough for tea and a glance at the sea.

Taste Was Inherited

"Your daughter has a fine touch," Mrs. Murphy remarked a friend listening to Miss Murphy playing the piano. "I know, so they tell me," replied Mrs. Murphy. "An shute, this my mother, for she loves the piano and never tires of it; she has a great taste for music, but that's only natural, for her grandfather had his skull broke wid a corset at a time picnick."

FLIN FLON

"The Story of Its Finding and Position To-day"

By PRATT KUHN

While at Island Falls I found that Jeff Houn-Hay was coming back to go up to Rocky Falls on Reindeer Lake, another mile away, so I went there, and found some Indians being blown down in from Island Falls to the creek below, Indians residing here, the water is from Rocky Lake (which is a mere 175 miles long, but averaging 50 miles wide) and an elevation of 5,000 feet and an area of 2,300 square miles) from the town of Flin Flon, Manitoba, the Churchill and thus to the power plant at Island Falls.

Indians were on the job just starting. They and their machinery and supplies had all been brought up by pack train. Captain was O. L. Flanagan of Toronto for the Fraser Brace Co.

He and the famous flying trapper of the early days, Del Simon, who now lives at Island Falls, are the only ones in charge of cruising and is a magnificient man of 200 odd pounds and six feet tall.

Six miles from Rocky Falls there's a Hudson Bay post on an island, and the trading is carried on with the Indians and trappers.

Turk Bull from Flin Flon who is commercially fishing this lake and he has a house boat built out to 15 pounds, trout up to 40 pounds, and grayling, herring and sturgeon. Reindeer Lake, by the way, is the natural water source from the Pas River.

I joshed the Indians because I told him that all he had to do now was heat water for tea or coffee and wash up. "This is literally true because he has a tent and I found him in his supply tent, and they're all out of the town," I said.

Clark's Pork and Beans

Henzel Baked Tomato, Vegetable

Shamrock Pure Pork Sausage

Grind's Eggplant

Haymore Mixed Pickles (Wpg.)

John's Bacon

Burn's Bakery Shortening

Security Creamery Butter

Winnipeg Cream Coffee

Blue Ribbon Tea

Fry's Cocoa

McKee's Evaporated Irradiated Milk

Klim

Nalch Spices

Shamrock Roman Tomato

Shredded Wheat

Grape Nuts

Golden Crown Flakes

Minute Tapoca

Aunt Jemima Pancake Flour

Del Monte Prunes

Quick Oats

Robin Hood Yellow Corn Meal

Cow Brand Salt

Goderich Iodized Salt

D.L. Borden Margarine

Kroger's Mustard

Bread from Flin Flon Bakery.

No Natural Allies

Partnership Between Italy And Germany Anything But Secure

It has long been evident that the chief factor in the "Rome-Berlin axis" was the munition value. The two nations at the opposite ends of that axis are not natural allies. To be sure, both are dictatorships. Both are Fascist States, though that is not in a natural sense.

Both are dissatisfied with the Treaty of Versailles. On these common traits and this mutual resentment they based their partnership. But it is a partnership which is based on the opposition of that which Italy fears most of everything (and with good reason) is a powerful Germany reaching down through Austria and the Brenner Pass into Italy.

Italy is not without most of everything (and plainly intends to have, if she can get it), an expansion to the east and south which Italy is bound to resist because of her own ambitions. She wants most of that quarter of the world. The partition, therefore, is the uneasy partnership of two colleagues who suspect each other's motives. Yet so long as the partnership continues, there is a chance for peace.

Frank owes the fact he can sit at all with the left eye to John Wesley Amos, 68-year-old tenant farmer of St. Joseph, La., to whom it used to belong. Amos gave up his eye to a young friend many years ago. The grafting operation, says he, was the first of its kind, was performed by Dr. George Hart in Charity Hospital, New Orleans, last Dec. 8.

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2 Steps in Fighting Discomfort of COLDS

1. ENTERS BODY
THROUGH STOMACH AND INTESTINES TO EASE PAIN



2. RELIEVES THROAT PAIN & RAWNESS



No family need neglect even minor head colds.

Here is what to do: Take two "Aspirin" tablets and swallow. Then feel a cold coming on—with a full glass of water. Then repeat, if necessary, according to directions in each package. How simple is that!

The "Aspirin" method of relief is the way many doctors now prescribe. It's the best way to get relief—if they are not impressed promptly, you call your doctor.

"Aspirin" tablets are made in Canada. They are the trade-mark of the Bayer Company Limited, of New York, Ontario, Look for the "ASPIRIN" label on the form of a cross on every tablet.



WHAT HO!

—By RICHARD CONNELL

By Arrangement With Thomas Allen, Publisher, Toronto.

CHAPTER VII.—Continued

"Oh, dear, dear," said the earl, with a stricken look. "I believe I did mention a few things to old Bumpy Beddington of the club. Completely forgotten, because the Wireless Duke" began telling him again, "is equivalent to broadcasting it. I'm truly most extraordinarily sorry, Ernest."

"Oh, it doesn't matter," said Ernest, and the two exchanged a clink-clink of London papers in their hands. It was infinitesimal comfort for him.

Cump announced that Captain Duff-Hooper was calling. The captain sauntered in, looking very smart and superior in his dinner suit. He gave Ernest and the earl cordially, but his nod to Ernest was right off the refrigerator.

"Dribble of coffee, Ernest?" asked the earl.

"No, thanks."

"Well, well, and splash, then?"

"Right, Thanks."

"Ernest," said the earl, "has very kindly consented to allow the Hunt Ball to be held here."

"Decent him," said the captain.

"Ernest will mount you," said the earl to Ernest.

"Mount me?"

"Don't look so alarmed, my boy," said the earl. "I use the term in the hunting, not the taxidermy sense."

"You'll find I'm McCord," said the captain. "I had him out-to-day. He's dead—carried off by a single blow, though not half bad—he'd be a good brooks. But he has lots of life and fire in him, and you'll enjoy riding him, I know."

He went up to bed and stumbled over only two objects on the way there.

cracked collar-bone I got at the same spot."

"I think I won't hunt this year," said Ernest. "Next year perhaps."

"Ah, too bad," said the captain. "I hope we've said 'I told you so,'"

"Sorry I must stay on the side lines," said Ernest. "But I've no proper riding clothes with me, you know."

Crump, who had come in to clear away the extra cups, spoke up.

"Beg pardon, Mr. Bingley," the butler said, "but may I offer a suggestion?"

"'Course,"

"It so happens," said Crump, "that you have a coat and a hat and some with articles of wearing apparel. I've quite a collection, sir, including some pink coats, boots and so on, which I personally, do not wear. What about making standing sir?"

Ernest stood up, loathing the captain. The other put an approving eye over Ernest's shape and dimensions.

"I think I've just the thing," Crump said. "Now, if Lord Childeastern is about size—"

"Thank you, Crump," said Ernest; "but I fear such his lordship would object to my wearing his clothes."

"Oh, my sir. Not at all."

Crump. "How about then? He'll never hunt again, poor young gentleman. Since his mishap at Lester's Wall has been confined in a sanitarium, sir."

"Wacky jump that," said Captain Duff-Hooper, "I almost imagined a cropper there myself to-day. Fin McCool refused."

Ernest Bingley felt a strong desire to follow Fin McCool's example; but the earl, in his captain's eyes, had the same spirit that the man liked, the captain had found in Ernest.

"Please bring the clothes to my room tomorrow, Crump," said Ernest.

"Very good, sir."

"I hope they fit," said Lady Rosa.

"I hope so, too," said Ernest, and the angels chattered up a limb and left.

"Fin McCool will be ready for you, Bingley," said the captain.

"And I'll be ready for Fin McCool," said Ernest.

After all, he thought, luck had been with him so far. He would trust once more to that capricious goddess. A fortnight is two weeks, and surely, he thought, in fourteen days he could invent a plausible alibi. As it was to go to a cinema, he said.

"I'll go to the movies to-morrow," he said. "I'll be back in time for the ball."

He reached Lester's Wall, which, or so it seemed to him, was nestled like a desperado's gun, with a hoof-nick for each hunter who had come to grief attempting to jump it. He counted sixteen hoof-nicks, and concluded he had broken this neck.

The length of the grecian posture for an hour. His goal now was this lair, and his intention was to warn the fox to stay at home on the morrow, and to give the fox a taste of the old way of conveying the dismal animal the tip that some seventy hours and humans were going to gang up on it, Ernest hoped he could scare it and cause it to make a run for it.

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The antecedent problem was, would you if you had a hen laid an egg, and the hen laid another? The mother hen would lay again through the runs of being called home on Lester's Wall on urgent business, he reflected. Besides it meant leaving his dearly-belonged parrot to talk to. Dumb, however, that he was, he knew what Rosa Bingley might think of him seem to Ernest, the most important thing in the world. If he didn't ride he risked a broken heart. If he did ride he risked a broken seventh neck.

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The ancient problem: what would you do if you had a hen laid an egg, and the hen laid another?

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March 17th, 1938

The Chronicle

C. A. Marshall Editor & Publisher
Member Canadian Weekly Newspaper Association and Alberta Press Assoc.
PUBLISHED EVERY THURSDAY
at the Chronicle Building, Main Street
CHAMPION - ALBERTA

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Accounts rendered monthly.

Thursday, March 17th 1938

WORTH GOING AFTER

In recent years the smaller business centers have suffered a real set-back in the loss of business; this, of course cannot be blamed on any particular cause, as the country has had numerous reverses that made it tough on the small town business man. But one avenue of loss stands out with every day illustrations that cannot be beaten but seriously. This is the continued bid by outside interests for the local trade. This leakage must be cut down by a combine effort on the part of the merchants themselves if they are to continue to serve their patrons in a manner that will hold such trade.

It is folly to sit back this day and age and wait for business. The alert business man must contact his customers and build up the lost friendship, and avert further loss of good business from the district.

A real comeback in business could be accomplished if the business leaders would plan a survey of every family in the district, and make a special appeal for their co-operation.

This plan which is the only natural thing to do, removes old acquaintances and is paramount in bringing back the business that has been allowed to drift away.

Human nature is funny at times, and a clasp of the hand and a welcome extended to your present, and used-to-be customers means a new understanding for future co-operation.

Meet Spring on the Coast

BARGAIN

FARES

MARCH, 18 to 26

to

PACIFIC

COAST

VANCOUVER-VICTORIA

NANAIMO

0 0 0

CHOICE OF TRAVEL
in COACHES, TOURIST
or STANDARD SLEEPERS

Fares slightly higher for Tourist
or Standard Sleepers in addition
to usual berth charges.

0 0 0

RETURN UNTIL 30 DAYS
in addition to date of sale
STOPOVERS ALLOWED

at Stations: Calgary, Nelson and
West
0 0 0

For Fares, Train Service, etc.
Apply Ticket Agent



SUBSCRIBE FOR THE
CHRONICLE

Dr. DAVID NICOL

DENTAL SURGEON

In Champion Friday only

CARMANGAY

Andy Young of Calgary is visiting here for a few days.

A number of Masons from Barrie went to Lethbridge Monday to attend the North Star Golden Jubilee celebration.

Wm. Dayman left Tuesday morning for Moose Jaw to see his sister, Mrs. Brown, who is in the hospital there.

The time for service on 20th March has been changed to 3 p.m. for this Sunday in the Emmanuel church.

The Athletic Association's dance on Friday last added \$25.00 to their friends. In spite of the muddy roads, it was well attended.

Rev. A. A. Lytle, secretary of the Canadian Bible Society, for Southern Alberta, will show lantern slides on Burns in the United Church, Carmangay, at 7:30 Sunday evening.

Visitors to Lethbridge last Friday included Mrs. C. W. Folk, Mrs. W. Dayman, Harold Dayman, J. Stickley, Mrs. A. Lawrence, Miss Heather Lawrence, and Mrs. H. S. Parker.

Mrs. Bright Robertson, of Carmangay, and her sister, Mrs. Bob Hood of Barons, were called to Calgary on Friday owing to the serious illness of their father.

Mrs. A. F. Wilson and eldest daughter, Miss Georgina, returned from Ontario on Monday. Mrs. Wilson has been there for three months while her daughter has been visiting with her mother's relatives for over a year.

Mrs. and Mrs. Shallow, who have been in Ontario for over a year, are expected to return to Carmangay shortly. Mr. and Mrs. Truman, who have been occupying their house, are looking for another residence.

On Friday afternoon, the parents and friends were invited to inspect the work done by grade 1 to 6 in Miss Margaret Smith's room. The pupils presented an interesting program based on the work of the past two months, the work being "Community Helpers" and "Western Products," both of which deserve great credit to teacher and students. Wanda McGinnis was chairman for this enjoyable and interesting afternoon concert.

Mr. and Mrs. Malcolm McKay entertained at dinner on Friday evening in celebration of the 21st birthday of their only daughter, Dorothy. The guests included Mr. and Mrs. Walter McKay, the Misses Dorothy and Lottie McKay, Frances Dayman, Stanley McKay, Roy Dayman, and T. Gostick. Later in the evening the young people enjoyed the hockey club dance at the Community hall. Miss McKay was the recipient of many lovely gifts from her family and friends. ***

There was a goodly attendance at the Women's Hospital Auxiliary meeting last Saturday afternoon. The president, Mrs. Moore, occupied the chair. The minutes of the previous meeting were read and approved. New business was discussed and it was decided to buy more wash cloths and towels. Four dressing gowns were being made for the use of hospital patients. It was proposed and carried that the Hospital Auxiliary sponsor a card party on March 30th, Court Whist to be played. Watch out for notices. The visiting committee for the month are Mesdames Floyd Low and L. Rommels.

The Chronical

THE CHRONICLE, CHAMPION, ALBERTA

COAL

With our new COAL CUTTER now in operation we can give our patrons better service, with cleaner, and larger Lump Coal.

Order yours today

\$2.50 ton at Mine

\$3.50 DELIVERED IN TOWN

THERRIAUT COAL

MINE. GEO. RHODES,
Operator, Phone 1213

CARMANGAY

Hospital Notes

Born to Mr. Le Barre of Barons, a daughter, March 9th. Mrs. Oscar Renning admitted March 12th.

Mrs. S. R. Bulford of Barons, admitted March 14th.

Mrs. Walker of Champion discharged March 16th.

Mrs. Barbara Taylor of Edmonton, admitted on March 10th. Miss Hawkins of Lethbridge is relieving at the hospital during the rush.

L. A. STARCK

(LICENCED)

REAL ESTATE

AGENT

CARMANGAY, ALBERTA

Auction Sale

A public auction sale will be held on the—

Reese Thomas,
farm 9-15-25w4 on—

Mar. 23

22 head of horses, besides other stock and implements.

T. B. Clancy, Auctioneer,
11 miles east, and three and a half miles north of Claremont. Commences at 11 a. m.

FOR SALE—One 1930 Esso Sedan; good running shape. Three heavy duty tires like new. A snap at \$150.00. If you want a car at a real bargain don't put off seeing this one.

W. I. Harris, Champion.

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The Chronical

OIL INDUSTRY CO-OPERATES WITH CAR OWNERS

The oil industry cannot be accused of lagging behind in its efforts for welfare of the automobile owner. It has to see that not only do the brand new cars get the best in equipment right properly, but that the old gadgets also run to their satisfaction.

The oil industry has had to contend with over-ambitious ideas of automobile manufacturers and dealers as to the use of free-wheeling lubrication, where the automobile engineers were interlocked.

Engineers are now and more trying to save oil in cars. In this under-taking the oil industry has participated by improving its oil. All of this improvement means more miles per gallon.

The situation is a clear and most sympathetic cooperation between the two chief industries. Such cooperation could go along way toward developing a defense against political interference with motor fuel standards. Art. B-38.

Card of Thanks

I wish to convey my sincere thanks to the doctors, nurses, friends and relatives for their kindness during my recent illness.

Mrs. A. Siegel.

ALBERTA SPRING STOCK SHOW CALGARY MAR. 29 - APR. 2

SINGLE FARE for ROUND TRIP

(MINIMUM FARE 25 CENTS)

From stations in Alberta

MAR. 27 - APR. 1

and on April 2, for trains arriving not later than 2 p. m.

RETURN LIMIT

APRIL 4, 1938

Canadian Pacific

NOTICE

A Hospital meeting will be held in Yale school on Monday, March 21st, at 8 p. m. All ratepayers east of the gravel, that are not in the hospital district are requested to be present.

Signed George Rhodes.

J. H. BASTIN

For Tea, Coffee, Spices

LET OUR WANT ADS WORK FOR YOU!

The little Ads that --- work in a big way



Spring-time calls for this-and-that, to make your plans work out the best, so, if you want to sell, or maybe buy, you can't go wrong with one of our classified ads. 50 cents for one insertion, or three for \$1.00.

No matter what your requirements are, there is always someone that has that article for sale.

Perhaps you have a surplus stock of machinery, furniture, livestock or any odd useful articles that you do not require. Advertise them now, see how quickly you can turn them into cash.

THE CHRONICLE

CHAMPION GROCETERIA

Prairie Maid Peas, per tin

10c

Iris Prunes, 2 lb. package, each

20c

Blue Ribbon Figs, per package

25c

Bing Cherries, per tin

20c

Broder's Pumpkin, per tin

15c

Libby's Brown Baked Beans, per tin

15c

Herring in Tomato sauce, 2 tins for

25c

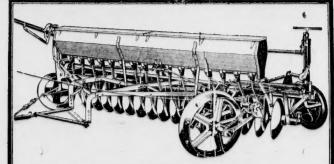
We now have a full line of seeds for all gardening.

E. LATIFF
Phone 14

HOTEL YORK CALGARY
EXTRA LOW 150
CENTRAL NEAR 7th AV.
ALSO OPERATING
HOTEL ST. REGIS
RATES \$1 and \$1.50 - WEEKLY and MONTHLY RATES

SEE THE CHRONICLE FOR
FINE JOB PRINTING

NEW POWER-LIFT SEEDER PLOW



Here's the most modern machine for plowing, tilling and sowing in one operation. Take off the seeder or leave it on and you have a splendid tool for summer fallowing. Let the nearest Case dealer show you its new power lift that gives you a real clearance of blades . . . how a pull on the trip rope raises disks from four inches in the ground to six inches clear . . . how handy adjusting screws set the working depth exactly where you want it and give you the transport clearance of over a foot.

77 MODERN MONEY SAVERS

Every one of the 77 Case implements and machines for plowing, tillage, seeding, cultivating, haying and harvest is built to the same ideals of faster, finer work . . . easier adjustment and operation . . . lower upkeep and longer life. That's why "IT COSTS LESS TO FARM WITH CASE."

J. I. CASE CO., Calgary, Edmonton

CASE

See your local dealer

W. I. HARRIS, CHAMPION
For a complete line of
CASE MACHINERY

